



Lawn Care for Cleaner Air and Grow More Mow Less Programs

Quarterly Report: 10/19/2016

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Summer officially ended a few weeks ago and with the change in seasons we are seeing our rebate numbers slow down. While some rebates will continue to come in between now and the end of the year, we have a pretty good idea of the program's performance in 2016 and are proud to report that our numbers are way up from 2015 and approaching totals from 2014. This report will break down this year's totals compared to recent past years' and examine some of the factors that have led us to our current state.

*We have processed 175 rebates since the last quarterly report. We processed 117 in that same period in 2015.

Rebate Totals

Figure 1 shows that rebate totals (through the 10th of October) fell every year from 2013 – 2015. This year we have reversed that trend. We are currently only 11 rebates behind 2014's pace (420 compared to 431), so reaching or surpassing 2014's total (466) is very possible. The increase in

rebates this year could be attributed to an increase in ad spending, a more aggressive grass roots effort, an increase in Pro program rebates, a combination of these factors, or something we won't discover until we begin planning for 2017.

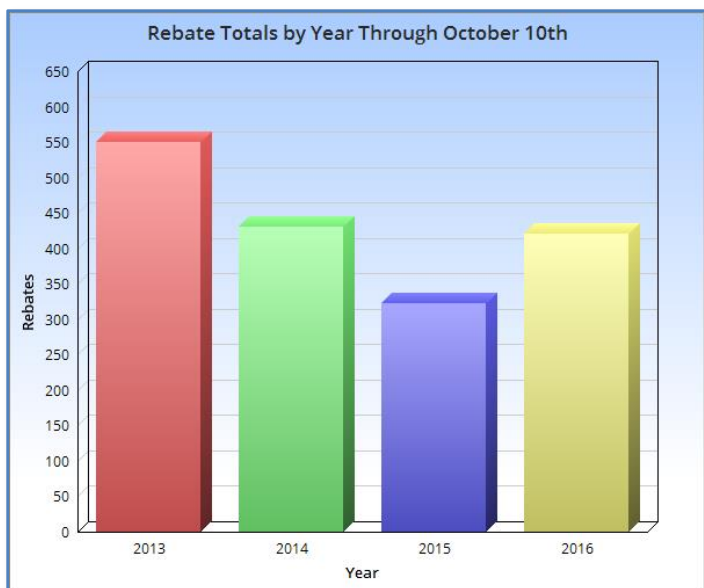


Figure 1

One of the reasons for this year's resurgence is the dramatic increase in Professional (Pro) rebates. Our Pro rebate totals have been extremely low in the recent past and this could be due to the added complexity of this program versus our residential program or perhaps because our rebate amounts did not fully account for the higher cost of the more powerful equipment. In an attempt to draw more attention to the program we added new Pro-specific language to our Lawn Care for Cleaner Air (LCCA) brochures, simplified the rebate process, and increased our rebate amounts. Figure 2 demonstrates just how far the Pro program has come. In planning for next year, we hope to discover even more ways to continue to grow the Pro program.

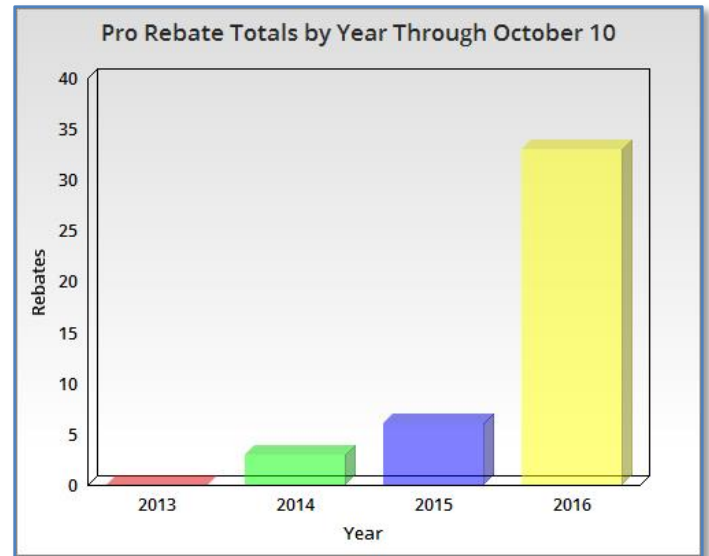


Figure 2

Rebate Trends

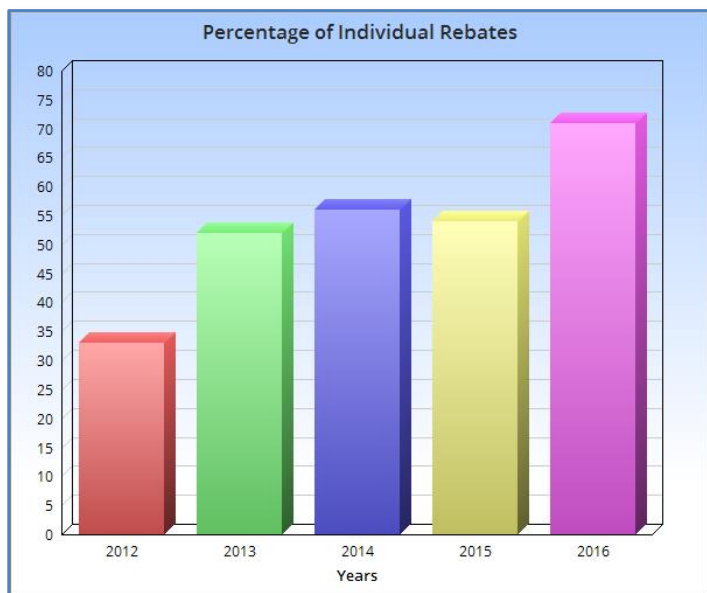


Figure 3

Traditionally, LCCA program has relied on a network of local, participating retailers to promote and dispense our rebates. However, as we have made the program easier to use through a series of measures, participants are increasingly purchasing their equipment from other sources such as Home Depot, Lowes, and from online retailers such as Amazon.com. From the inception of the LCCA program up until just a few years ago, the majority of our rebates came from our participating dealers. That is no longer the case as individual rebates now vastly outnumber those of our local dealers.

Through October 10th, individual rebates make up 71% of our total.

*2012 – 2015 totals are for the entire year. 2016 totals are only through 10/10/216.

In an attempt to help our participating retailers and thank them for years of cooperation, we ran a late season ad in the Courier Journal highlighting each vendor while focusing on leaf blowers. It is too early to determine if the ad was successful in driving customers to these shops or in spurring leaf blower rebates.

Rectangular Strip



Go GREEN, Save GREEN
this Fall with rebates on
electric lawn equipment.

Visit louisvilleky.gov/lawncare for more information on our residential equipment rebates.

louisvilleky.gov/lawncare

“NEED MORE POWER?”
Perfect for lawn care professionals
(and amateurs with big yards)

**LAWN CARE for CLEANER AIR
ELECTRIC PROFESSIONAL**



louisvilleky.gov/lawncare

Visit one of the following participating retailers to receive rebates on electric mowers, trimmers, blowers, and batteries

Browning Equipment Co. • Brownsboro Hardware • Stanley Black and Decker
Phelp's Hardware • Highlands Hardware • Janes Brothers Hardware
Keith's Hardware • Oscar's Hardware • Westenhofer Hardware
Anderson's Outdoor Power Equipment

If you are purchasing your eligible equipment at a non-participating dealer, use the form below to request a Bonus or Standard Rebate. You should receive your rebate with 60 days. If you have questions about the Rebate Program, please visit louisvilleky.gov/lawncare or call (502) 574-6000.

INDIVIDUAL REBATE REQUEST FORM

If you have purchased your eligible electric or human-powered lawn equipment from a non-participating dealer, please send this form and the following documents to:

LAWN CARE FOR CLEANER AIR
Air Pollution Control District
701 W Ormsby Ave, Suite 303
Louisville, KY 40203

☐ Official proof of residency in Jefferson County, Ky. (e.g., photocopy of driver's license).

☐ Standard Rebate: original lawn equipment purchase receipt. Photocopies of receipts will not be accepted.

☐ Bonus Rebate: original voucher with official seal from the Louisville Metro recycling center where used equipment was traded in.

Name: _____

Address: _____

City, State: _____

Phone (Daytime): _____ (Evening): _____

Dealer where you bought the equipment: _____

Dealer address: _____

Rebate amount requested: _____ Date purchased: ____/____/____

Make & model of the lawn equipment purchased: _____

Qualified rebates will be mailed within 60 days.

louisvilleky.gov/lawncare

Grow More Mow Less

It is much more difficult to gauge the success of the Grow More Mow Less program compared to that of LCCA. The only hard numbers to look at are the number of likes on the GMML Facebook page and for some unknown reason, that number has been stuck at or around 1,940. Our posts routinely reach hundreds and sometimes thousands of individuals, but we're simply not attracting many new visitors to the page. We have considered "boosting" certain posts in the past (paying Facebook to help you reach more people) and perhaps it's time to revisit that idea.

Of course public events can also draw more attention to the program and we have a few coming up. In early October we will be presenting at the Center for Neighborhood's Green Institute. This will give us the opportunity to show neighborhood leaders how they can implement GMML principles and perhaps present us the chance to collaborate on neighborhood projects. On 10/29 we will be

staffing a table at the Louisville Sustainability Council's annual summit talking to attendees and fielding questions on both the LCCA and GMML programs.

Our busiest time of the year is over, but that doesn't mean the LCCA and GMML programs' activities will grind to a halt. Rebates will still trickle in right up until the end of the year and our GMML schedule is full through October. And believe it or not, soon after that it will be time to produce the annual report and start planning for next spring.